

Message Text

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TO AMEMBASSY BUDAPEST

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E.O. 11652: N/A

TAGS: BEWP HU

SUBJ: TRADE PROMOTION SCHEDULES FY 1975 AND FY 1976

1. THE FOLLOWING IS A SCHEDULE OF TRADE PROMOTION
AND OTHER EVENTS FOR FY 1975. OTHER EVENTS THAT
WOULD INVOLVE THE ECONOMIC SECTION ARE INCLUDED SO THAT
THE TOTAL RESOURCES AT THE POST MAY BE TAKEN INTO
CONSIDERATION IN SCHEDULING ANY ADDITIONAL TRADE
PROMOTION EVENTS.

DATE	EVENT
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SEPTEMBER 14-22	BUDAPEST INTERNATIONAL FALL FAIR (CONSUMER GOODS)
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DECEMBER	TECHNICAL SALES SEMINAR, VACUUM AND CRYOGENIC EQUIPMENT
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MARCH	TECHNICAL SALES SEMINAR,
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MANUFACTURE AND USE OF AGRICULTURAL
CHEMICALS (TENTATIVE)

MARCH ELEVENTH CONGRESS OF HUNGARIAN
HUNGARIAN SOCIALIST WORKERS PARTY

APRIL MINING EQUIPMENT TRADE MISSION

MAY BUDAPEST INTERNATIONAL
SPRING FAIR (INDUSTRIAL
GOODS), EXHIBIT OF
ADVANCED BUSINESS EQUIPMENT

JUNE PACKAGING EQUIPMENT TRADE MISSION

2. THE FOLLOWING IS A PRELIMINARY SCHEDULE OF TRADE
PROMOTION EVENTS FOR FY 1976.

DATE EVENT
AND DISTRIBUTION SEPTEMBER INVENTORY CONTROL
TECHNOLOGY TRADE MISSION

SEPTEMBER BUDAPEST INTERNATIONAL FALL FAIR
(CONSUMER GOODS)

OCTOBER TECHNICAL SALES SEMINAR IN PLASTIC
PRODUCTION EQUIPMENT

NOVEMBER CHEMICAL AND PETROCHEMICAL PROCESSING
EQUIPMENT TRADE MISSION

MAY BUDAPEST INTERNATIONAL SPRING FAIR
(INDUSTRIAL GOODS), SCIENTIFIC
INSTRUMENTATION EXHIBIT

3. WE ANTICIPATE THAT THE TRADE PROMOTION EVENTS SCHEDULED
ABOVE WILL BE SUBJECT TO CHANGE AND CAN THEREFORE ONLY BE
CONSIDERED TENTATIVE, PARTICULARLY FOR THE SECOND HALF OF
FY 1975 AND FY 1976.

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4. PRIOR TO MAKING EACH EVENT FIRM, A POLL WILL BE TAKEN BY
COMMERCE TO DETERMINE THE INTEREST OF U.S. INDUSTRY. THE
POST WILL THEN BE ASKED FOR ITS POSITIVE RECOMMENDATION BEFORE
THE EVENT IS SCHEDULED. OUR GENERAL POSITION IS THIS: NO
USEFUL PURPOSE IS SERVED BY SCHEDULING COMMERCE-
INITIATED TRADE PROMOTION EVENTS IN WHICH THE
APPROPRIATE MINISTRIES OR BUYING ORGANIZATIONS ARE
NOT INTERESTED. IT IS, THEREFORE, OF GREATEST

IMPORTANCE TO OUR PROGRAM THAT THE POST ASCERTAIN SPECIFICALLY THAT THE INTEREST DOES OR DOES NOT EXIST AND WHETHER THE EVENT WOULD BE SANCIONED, ENDORSED OR SPONSORED BY APPROPRIATE LOCAL ORGANIZATIONS. RESPONSE SHOULD GIVE NAME AND POSITION OF OFFICIAL CONTACTED AND ANY VIEWS ABOUT VIABILITY OF THEME TIMING AND TYPE OF EVENT, SUGGESTED U.Y. PARTICIPANTS, ETC.

5. THE POST IS REQUESTED TO ADVISE ANY ADDITIONAL MAJOR EVENTS OR NEGOTIATIONS WHICH IT ANTICIPATES WILL INVOLVE ITS RESOURCES SO THAT WE MAY HAVE A COMPREHENSIVE SCHEDULE FOR PLANNING PURPOSES. OTHER COMMENTS ARE WELCOME. KISSINGER

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